

preservation **issues**

NEWS FOR THE PRESERVATION COMMUNITY

MISSOURI DEPARTMENT OF NATURAL RESOURCES
HISTORIC PRESERVATION PROGRAM

★ Vol. 7 No. 3 ★

Saving the Old East Barn

Call it restoration, call it stabilization — when the project started, we called it “rescue.” The foundation of the north side “shed” area of the East Barn at the John A. Adams Farmstead Historic District near Warrensburg was crumbling, and the only thing preventing a disaster was a volunteer elm!

Over the years since we’d purchased the farm of Sandra’s great grandfather, pioneer soil conservationist John A. Adams, we’d put most of our effort into turning the ca 1867 house into Cedarcroft Farm Bed & Breakfast (we discovered in the 1895 plat books that John A. Adams had named the farm Cedarcroft). The barns seemed stable and were certainly serviceable for stored hay and loafing horses. Over the years, the combination of ground hogs digging under the foundation and horses scratching their itches by rubbing against posts put what we call the “shed area” of the barn in danger of imminent collapse.

The East Barn is the largest structure on the farm and is believed to date from the mid-to late-1870s. The main part of the barn is a bank barn, with the loft at wagon-bed height and the stock area below. The “shed area” was probably



Cedarcroft's East Barn in 1993. The problems in the entry area are readily visible.

added after the main part of the barn was built, but all portions of the barn used wide lumber in the walls and massive home-quarried sandstone foundations. The barn was primarily used for cattle and once had a silo.

In early 1996, we started looking for a contractor. The project’s intent was to rescue the barn, not to restore it, but we still wanted the appearance and materials to match the original as much as possible. You might say that we wanted to “restore it to old.” While the “what” of the rescue

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September/October 1997

Fall Workshops Scheduled

The Missouri Department of Natural Resources' Historic Preservation Program will co-sponsor two, one-day, preservation workshops in November 1997. The workshops are *Barn Again! in Missouri: The Preservation and Practical Reuse of Historic Barns and Outbuildings*, which will be held on the Missouri State Fairgrounds in Sedalia on Nov. 7, 1997, and *Marketing Historic Properties*, which will be held in St. Louis Nov. 21, 1997. Those attending will receive a packet of printed materials. A continental breakfast and lunch are included in the fees.

The Preservation and Practical Reuse of Historic Barns and Outbuildings, Nov. 7, will be co-sponsored by the American Institute of Architects (AIA) Mid-Missouri and facilitated by Chuck Law, Ph.D. Law is a community planning and design specialist with the University of Wisconsin-Extension and serves as the university's representative on an advisory committee to the Wisconsin Barn Preservation Initiative. The initiative has attempted to increase public awareness about the importance of saving barns through the coordination of regional workshops and the production of information useful to barn owners.

Law has spent several years documenting successful adaptive reuse projects involving barns. He will provide a summary of many of these projects at the Sedalia workshop.

Designed for architects, planners,

the building crafts and trade specialists, preservation advocates and professionals and owners of older agricultural buildings, this workshop will emphasize the economic and practical benefits of adapting old farm buildings for modern agricultural use as well as non-traditional uses. Barn typology, rehab techniques and tips, money-saving strategies, and potential state and federal tax credits will all be covered in this intensive workshop. A tour of several fairgrounds' barns, with a variety of structural problems, followed by a brainstorming session, will conclude the day.

COST: \$75

**Student Rate \$50
AIA Members and
Barn Owners \$65.**

Architects who complete the barn rehab workshop will have their names added to a state-maintained list that will be distributed to potential clients on request. AIA members completing the one-day workshop will receive 14 and one-half AIA/CES learning units.

Marketing Historic Properties, Nov. 21, will be co-sponsored by the Landmarks Association of St. Louis (LASL) and facilitated by Donovan Rypkema, a nationally known real estate and economic development consultant from Washington, D.C. His specific areas of expertise

include feasibility analyses for real estate acquisition and development; demographic and market evaluation; real estate and market analyses; and downtown and neighborhood revitalization.

Rypkema is the author of numerous publications including *Real Estate and Retailing in Commercial Centers*; *The Economics of Rehabilitation*; *Community Initiated Development*; and his most recent publication, *The Economics of Historic Preservation: A Community Leader's Guide*.

Designed for appraisers, realtors, developers, architects, planners, bankers, elected and other government officials, preservation advocates and professionals and owners of historic property, this workshop will emphasize the economic benefits of historic preservation to the individual, the community and at all levels of government. Federal investment tax credits for rehabilitation and a potential state rehab tax credit will also be covered.

COST:\$75

LASL Members \$65

Individual brochures for each workshop will be available approximately six weeks in advance. For more information, call the Historic Preservation Program's Education Coordinator Karen Grace at (573) 751-7959.

— Karen Grace

Tourism and Cultural Tourism: Some Basic Facts

Currently the nation's third largest industry, tourism is growing every year. Experts predict that it will be the number one industry by the year 2000! This trend is reflected soundly in Missouri, where tourism is already the state's second largest industry.

Industrial prominence translates into economic impact, and the figures on the national economic impact of tourism are impressive. In 1995 alone, the travel and tourism industry contributed \$430 billion to the U.S. economy, and more than six billion direct jobs were created.

Heritage tourism is an important contributor to the industry. Studies show that historic places are major destinations for a growing number of travelers, both domestic and foreign. According to the National Trust for Historic Preservation, the average historic site visitor stays a day and one-half longer than other tourists and spends \$62 more.

Heritage tourism is part of a larger trend known as cultural tourism. One of the hottest trends in the travel industry, cultural tourism is travel that encompasses America's culture, history and environment. It is based on the idea that America is a rich tapestry of distinct regions, ethnic backgrounds, cultural tra-

ditions and landscapes. This diverse history and unique social fabric can be experienced through such activities as visiting historic buildings, attending heritage festivals, listening to local music, touring archaeological sites, sampling ethnic cuisine, watching local crafts demonstrations, viewing arts performances or driving down a scenic highway.

The tourists who are searching for this type of unique, authentic experience are dubbed cultural tourists. Typically cultural tourists have a higher income level and a higher level of education. They tend to take longer trips, stay in hotels and be interested in shopping. They travel for personal enjoyment, to educate their children and to experience American life. Experts predict that the market for cultural tourism will swell as the baby-boom generation matures.

The cultural tourism phenomenon has received national attention, culminating in the first White House Conference on Travel and Tourism in October 1995. The various representatives at that conference forged a partnership and a list of strategies that have since guided cultural tourism efforts. In response to those strategies, a coalition entitled Partners in Tourism held a series of regional forums,

including one in Indianapolis Feb. 28 - March 1. Representing Missouri in Indianapolis were a cross-section of potential partners: the Missouri Humanities Council, the Missouri Historical Society, the Greater St. Louis Black Tourism Network, the Missouri Division of Tourism, the Missouri African American Cultural Initiative, the St. Louis Regional Arts Commission and the Department of Natural Resources' Historic Preservation Program.

In Missouri, work is already underway to lay the foundation for cultural tourism marketing and development. The Missouri General Assembly has allocated funds for preparation of a Cultural Tourism Plan that will guide statewide efforts. The Division of Tourism will oversee plan development in partnership with the Missouri Arts Council, the Missouri Humanities Council, and the Department of Natural Resources through both the state park system and the Historic Preservation Program (HPP). As the study progresses, the HPP will be looking to its many partners in the preservation community for help in gathering the information on cultural resources needed for a successful cultural tourism plan.

— *Claire Blackwell*

Lexington Tower Update

Mid-Missouri Cellular of Sedalia has proposed the construction of a 175-foot cellular tower with microwave capability at 15th and Lafayette streets in Lexington. The location is within the boundaries of Lexington's Old Neighborhood National Register Historic District and will result in the demolition of four small, neglected houses. Lexington's planning and zoning commission and city council have already approved the tower in this location. However, because of federal licensing of the tower, the review of the project will occur under both the National Environmental Protection Act and Section 106 of the National Historic Preservation Act.

On March 24, 1997, a public meeting was held in Lexington by Mid-Missouri Cellular to gather comments as part of the environmental review process. Approximately 50 citizens, including the mayor and at least one councilman, attended the meeting. After listening to Mid-Missouri Cellular representatives explain the need for a tower, the attendees appeared to understand that a tower was needed. However, the participants were split about evenly on whether this site was an appropriate location for a tower. Mid-Missouri Cellular maintains that this is the only site in Lexington from which it can operate effectively. Mid-Missouri Cellular has prepared the Final Environmental Assessment (FEA). The Federal Communications Commission (FCC) will evaluate the FEA and may accept the findings of no significant impact or may require further study. In addition, the matter is still under consultation due to the Section 106 review process, which seeks to avoid or mitigate adverse effects on historic sites.

— *Laura Sparks*



Cedarcroft's East Barn at the conclusion of the work.

mission was pretty obvious, the "how" was a different matter. We needed a contractor who could combine a feel for old methods with the vision to see how to do the job without damaging the rest of the barn; of course, he also had to be available and affordable. We selected Greg Matthews, G&C Construction on the recommendation of his cousin Archie Matthews, who was tied up in restoring the roof of the Johnson County courthouse in time for its centennial.

The first step in the rescue mission was immediate stabilization of the walls to prevent them from kicking out any further. Matthews used a Bobcat loader to gently raise portions of the roof a bit at a time while he placed temporary 4 x 4 inch supports to take the stress off of the existing posts. After he was certain the new supports were stable, he used a backhoe

to pull out the old foundation stones and then rebuilt the foundation using portions of the original stones plus other similar ones left over from previous work at the farm. Some of the stones were too massive to be handled.

A major problem with restoring an old barn is finding old lumber to match the original. We were fortunate; the barn on Marge Baker's old family place (the Goodwin-Daley farm) about 10 miles away was beyond economical repair but hadn't collapsed. She allowed us to salvage what lumber we could from the barn.

With old lumber available, contractor Matthews replaced the plates and some support posts, then set the walls back on the foundation, removing the emergency supports. He then reinstalled the serviceable siding boards and replaced the

remainder with boards from the Goodwin-Daley barn.

The last step was replacing roofing metal. Matching galvanized roofing was obtained from the Goodwin-Daley barn, new cedar posts were cut to replace rotten ones, the poorly supported roof over the entry level was leveled and redone, and the job was complete.

Our long-term plans for both barns include restoring the roofs to cedar shingles, rebuilding the cupolas, and restoring the guttering that keeps the cisterns full. Like so many other projects, these must await available resources.

— *Bill Wayne*

Bill and Sandra Wayne are the owners of Cedarcroft Farm Bed & Breakfast in Warrensburg.

Raising Barn Again!

It took 200 people pounding pegs, hoisting rafters, and pulling ropes to raise the Michigan grain barn that served as the centerpiece for the popular exhibition Barn Again! at the National Building Museum in 1994.

At least as many more people are involved in the Smithsonian Institution Traveling Exhibit Services (SITES) recreation of Barn Again! as a traveling exhibition. SITES and the National Building Museum have established partnerships with several organizations in order to bring the exhibition to both rural and urban audiences and to establish broad national reach for its educational programs and community activities.

Barn Again! began at the National Trust for Historic Preservation as a project to help farmers find cost effective ways to preserve historic barns. Then Barn Again! became an exhibition at the National Building Museum that celebrated the cultural, historical and architectural importance of the barn — both as structure and American icon.

SITES and the National Building Museum are now developing a 2,000-square-foot traveling version of Barn Again! This new exhibition uses murals, architectural models, videos, artifacts, photographs, dioramas, artworks, popular culture objects, period advertisements, tools and farm equipment to examine barns and their roles on the farm and in society.

To make Barn Again! accessible to rural communities across the country, a consortium of state humanities councils from Oregon, Utah, West Virginia, Illinois, Georgia, Alabama, Missouri and Ohio is collaborating with SITES to develop a reduced size version of the exhibition. The consortium will administer an eight-state tour to 32 rural museums and historical societies that custom-

arily do not have access to Smithsonian programs. One copy of the smaller version will also be available to exhibitors through the SITES scheduling office.

Another partner in the program is The Smithsonian Associates (TSA), the institution's membership outreach organization. TSA is coordinating the Barn Again! Resource Bureau, a pool of scholars and experts who will be available to plan and present public events and outreach activities for all of the Institutions on the tour.

Many of the venues hosting Barn Again! will present their own collections of historical farming tools and artifacts to complement the exhibition. Others have already scheduled such activities as barn-building demonstrations, a barn-to-barn county fun run, barn photography contests and award ceremonies for local farmers who have preserved their traditional barns.

The entire collaborative effort will bring Barn Again! to hundreds of thousands of visitors, in towns small and large, at a critical time in the preservation of America's barns. As one Barn Again! visitor commented: "It took a trip to a museum to make me care about barns, even to fall in love with them."

The Midwest tour began in February 1997. It requires moderate security, is 186 square meters (2,000 square feet), and the participation fee is \$6,000 for an eight-week booking period.

The small format version tour begins in August 1998. It requires limited security, and is 50 square meters (450 square feet). The estimated participation fee is \$200-\$500 for a six-week booking period. For booking information, call SITES at (202) 357-3168.

Barn again! Traveling Exhibition Schedule in Missouri for 1998

Jan. 15-March 5, 1998 -

Mineral Area College
P.O. Box 1000

Park Hills, MO 63601.
Contact: Chris Burns, Director
Learning Resource Center
(314) 431-4593

March 15-May 5, 1998 -

Current River Heritage Museum
101 Washington St.

Doniphan, MO 63935
Contact: Nick Hatch, curator
(573) 996-5298

May 15-July 5, 1998 -

James P. Harlin Memorial Museum
P.O. Box 444

405 Worcester
West Plains, MO 65775.
Contact: Connie O'Neal
(417) 256-9234

July 15-Sept. 5, 1998 -

Malden Historical Museum
201 North Beckwith Street
Box 142

Malden, MO 63863
Contact: Robert Ritschel
(573) 276-4577

Preservation Issues is funded by a grant from the National Park Service, U.S. Department of the Interior. Grant awards do not imply an endorsement of contents by the grantor. Federal laws prohibit discrimination on the basis of race, religion, sex, age, handicap or ethnicity. For more information, write to the Office of Equal Opportunity, U.S. Department of the Interior, Washington, DC 20240.

The viewpoints expressed herein do not necessarily reflect the views or policies of the Historic Preservation Program or the Department of Natural Resources.

Editor: Karen Grace (573) 751-7959.

Missouri BARN AGAIN! 1996 Recognition Award Winner

Melvin and Thelma Miles' "big red-and-white striped barn" is a well-known landmark in Atchison County, near Fairfax, and "a pride and joy for each generation of our family." Melvin's grandfather, John H. Miles, purchased the family farm in 1896 and built the barn the following year. He purchased five acres of local timber, which was cut and milled on site for the barn's construction. The barn originally housed up to 16 horses and mules and several dairy cows, as well as providing hay and grain storage and shop space.

The barn's use has changed over the years, but its usefulness endures. Sheep have replaced the horses and cows once raised on the farm. Lambing takes place in the old horse stalls, and the shearing is done in the basement. The haymow still stores brome hay. In addition to sheep and hay, the Miles family raises corn, soybeans and alfalfa on their 399-acre farm.

Melvin estimates he has spent about \$17,500 on repairs and maintenance to the barn over the past 20 years. This includes \$11,000 for a new roof, \$3,000 for paint and \$4,500 for foundation repair. "To our family it is invaluable, for historic purposes as well as current use for storage and farm activity. I think our forefathers would be proud today," writes Miles.

Other historic buildings on the Miles farm include the farm house, granary, stud barn, corn crib and scale house. The Miles grandchildren are the fifth generation to live on the farm. "We are proud to be a part of living history, and enjoy carrying on our family's tradition on the family farm," says Miles.

For more information about the Barn Again! awards program, contact the National Trust for Historic Preservation, Mountain/Plains Regional Office, 910 6th Street, Suite 1100, Denver, CO 80202, (303) 623-1504 / FAX (303) 623-1508.

Heritage Tourism: *A Timely Marriage of History and Economics*

Thousands of small towns throughout America have forgotten their once-friendly streets, landscaped nooks, noon chimes, steeple bells and train whistles. Each of these towns could be as fascinating as tiny Rottenberg, Germany, or intriguing Xi'an, China, by sifting through the aluminum and fiberglass erosion and searching for their treasures buried within.

Nationwide and even internationally, thousands of travelers are waiting for American towns to polish their assets and hang "welcome" signs. They yearn for quiet and safer streets, charm and hospitality, and for music and art to resurface once again. Big cities? They've been there! Done that! Domestic and international travelers bring revenue — tourism dollars! And herein lies the timely marriage of history and economic development and heritage tourism!

Every community has the potential to create heritage tourism, but the key to success depends on 1) avoiding vulnerability and generating 2) immediate revenue while maintaining community integrity.

Vulnerability is a pitfall in the foundation of poor development and stems from promoting only seasonal attractions! Serious heritage tourism is marketed 365 days of the year attracting the more dependable group tours. The common misconception is that any spot in the road that attracts visitors is tourism, but fishing at the state park and seasonal festivals are really just sightseeing if a community's revenue from them is controlled by Mother Nature.

Solid tourism is not dependent on the weather but, rather, has the capacity to draw from the deeper-pocketed out-of-

Nov. 6-10, 1997, Historic County Courthouses

**A national conference sponsored by the
American Institute of Architects'
Historic Resources Committee.
Call the AIA information line at
(800) 242-3837 or (202) 626-7457
for more information.**



Located in southern Chariton County on Highway 5 north of Glasgow, this neglected two-story building awaits rehabilitation to serve as an Agriculture Tourist Center. It overlooks one of Missouri's greatest natural resources, the Missouri River. It also offers a view of approximately 25 miles of varied agricultural land and provides an ideal interpretive site for international and domestic travelers 12 months of the year.

state groups. Economically this can mean the difference between a family enjoying a festival (sightseeing), spending perhaps \$20 on refreshments and a group tour of 40 people (tourism) generating \$2,000 to \$5,440 per coach each day. Building budgets on group tourism avoids being vulnerable.

The importance of and how to attract immediate revenue should be understood before resources are invested in preservation because the underlying rule of thumb is that preservation must be economically sustainable. A successful program is professionally organized to generate the greatest revenue with the least investment in the most expedient time frame.

With an understanding of these two components, the fundamental guidelines of 3) authenticity and quality, 4) preservation and protection, 5) alive and interpretive, 6) community and tourism comfort and 7) collaboration can survive and create a lucrative industry for our small towns everywhere.

While authenticity and quality are

essential for good heritage tourism, most people believe, incorrectly, that it takes many years before significant tourism dollars can be realized. This attitude has stifled many good intentions. Sacrificing quality is not necessary to attract immediate tourists and group tours, and our small communities must be able to generate revenue today. Three years from now is too late for many!

Historic preservation can also be vulnerable when there is a lack of protection. Our heritage and our preservation efforts require constant protection because the alternative (rampant development for sake of the dollar) can erode its very soul. Too often, a community's right hand does not know what the left hand is doing or worse, doesn't care and sees no correlation! Legal protection must be implemented, not as a control but to legally honor long-term goals for a win-win situation.

Tourist sites must do more than just come alive. Frequently we give interpretation to history without thought to cre-

Five Basic Principles for Heritage Tourism

Several years ago, with support from the National Endowment for the Arts, the National Trust for Historic Preservation launched the Heritage Tourism Initiative. Sixteen pilot programs were established in four states – Indiana, Tennessee, Texas and Wisconsin. As a result of lessons learned in that program, five principles were developed to guide communities in developing successful heritage tourism programs while preserving and enhancing fragile resources.

1. Focus on authenticity and equality.
2. Preserve and protect resources.
3. Make sites come alive.
4. Find the fit between your community and tourism.
5. Collaborate.

ativity and originality. If tourists do not see irresistible appeal, then development has not been finished. If communities settle for a "ho-hum" approach to site development, they will find themselves saddled with the age-old attitude of dog-eat-dog competition with their neighbors. Good heritage tourism complements and cross-sells with confidence!

The "fit" between community and tourism is critical. There is a proper fit to what the tourists want and what communities are willing to give, but it extends far deeper. The satisfying fit that leads to enduring success comes from advocates and adversaries working together within

the community. Some say this is impossible in some counties due to fierce inbred competition and egos! It is not impossible and it can be rewarding and progressive if the focus is on the betterment of our community and county!

Economic evolution has spurred the growth of retail giants, painting an uncertain future for the small town businesses and spawning the ruination of many historic districts. However, this has been an evolutionary result driven by our own consumer demands.

Communities are often resistant to tourism development because of false perceptions. They often fear loss of community control to the masses; damaged infrastructure by unruly visitors; and/or questionable financial gain. Misconceptions such as these usually happen in states where tourism is allowed to develop "by chance" due to lack of careful planning. Unfortunately, some state tourism directors are hired only to market existing sites, not develop underdeveloped tourism resources!



Appropriate vintage signing can be used to enhance the historical look of a building, even if it is used for commercial businesses.

Professional collaboration should incorporate new and existing organizational efforts under the single umbrella of "tourism development." Citizens who collaborate to increase their quality of life and attract heritage tourism at the same time are doubly rewarded.

It's prime time for a win-win situation

in our small historic communities! Let's get started!

— Jackie Cotter-Evans

Jacqueline L. Cotter-Evans is president of QUIE, Inc., a national consulting firm specializing in tourism, economic development and community revitalization.

Editor's Note...

The Historic Preservation Program regrets that, due to publishing constraints, the May/June and July/August 1997 Preservation Issues will not be published this year. Also, beginning in January 1998, Preservation Issues will change from a bimonthly to a quarterly publication. We will strive to enhance the publication in the quarterly format.

— Karen Grace

Landmark Listings

For Sale -- Greystone Park, Lexington

Circa 1833-1850 Greek Revival Style. 4-6 bedroom, 2 bath, 2 story all brick house on 3.68 acres, located just 45 minutes east of Kansas City in historic Lexington, Mo. This 3900 sq. ft. home would be perfect for a bed and breakfast. The interior has been restored to period paint and paper. Most all the floors have been refinished to the original fir flooring. New furnaces and central air units were installed in 1993. Other features of this home include 2 cast iron Faux Marble Fireplaces, several original chandeliers and it sits along the Santa Fe Trail. Sales Price \$158,500.00

Contact

Chuck & Pat Scott
Riverview Realty
1(816) 259-4656



Historic Lexington

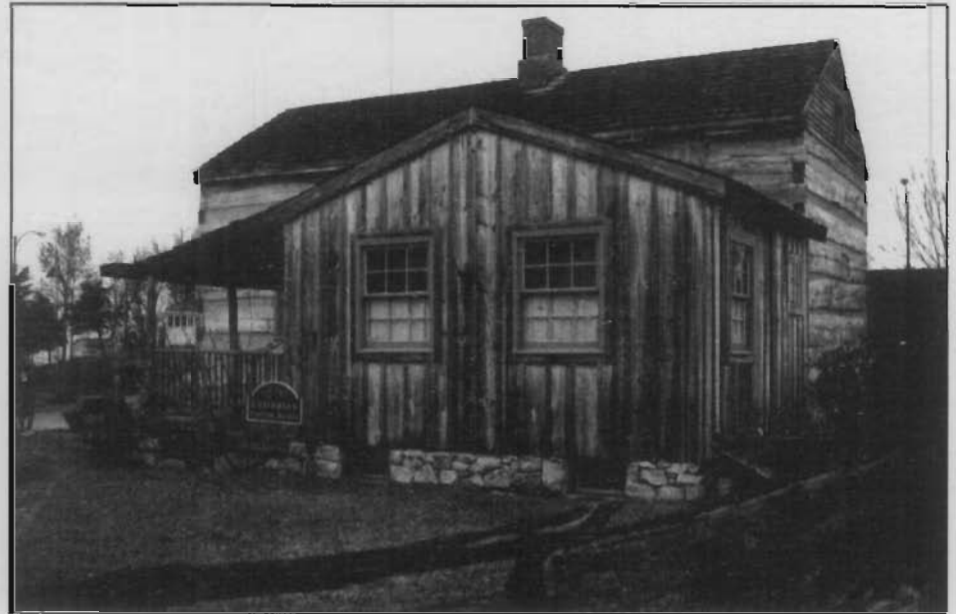
A Soul to Protect

"Tourism does not go to a city that has lost its soul." — Arthur Frommer

There are no lost souls in heritage tourism — only neglected souls waiting to be remembered and marketed. Historic Lexington is a town imbued with history from our nation's Civil War and an architectural legacy to match — a large portion of the town is listed in the National Register of Historic Places. It is a tribute to Lexington's tourism board and to its director, Marilou Edwards, that history and architecture have come together in a magnificent blend for the visiting tourist. The board's well-organized plan of action for tourism development with the driving force of Edwards behind it has elevated the community to a greater level of economic development through heritage tourism.

When history is neglected, it reflects a lack of respect by the present community for the past and, as a result, the community can expect the same lack of consideration from tourists!

This truism had special meaning to

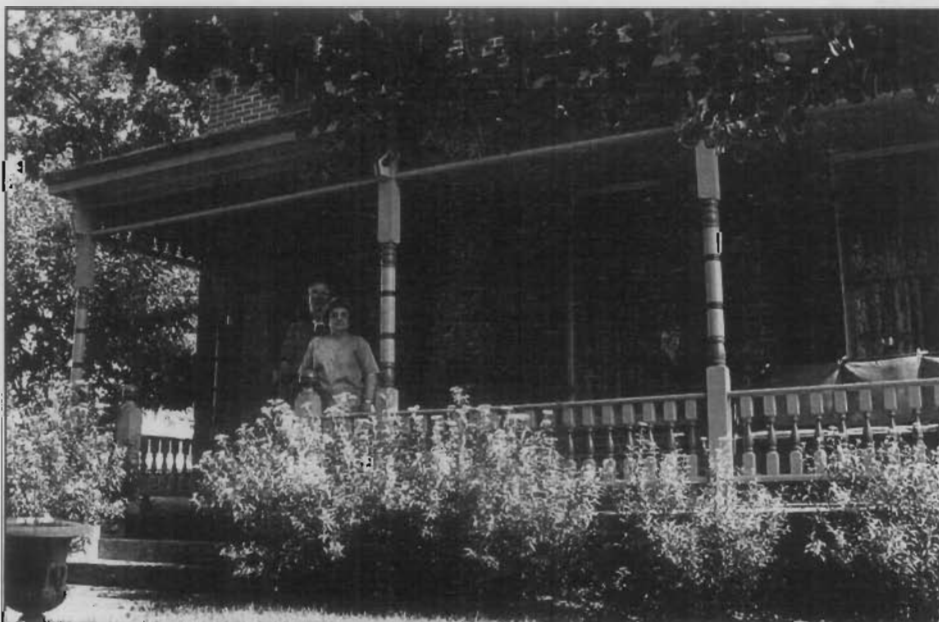


Marilou Edwards after a tourism development series just two years ago. In 1985 — nine years before their first development conference — Edwards and her supporters began to work diligently to raise \$100,000 to save from demolition and relocate a four-room, two-story log house

to the entrance of their historic district. It was assumed that the new location would be protected from any new development in the vicinity that might detract from the historical character of the area. This area already included Lexington's historic political and commercial center, the Madonna of the Trail statue, the Missouri River, the Battle of Lexington State Historic Site and an outstanding residential district of historic antebellum homes. This assumption was shattered when a

(Above) Lexington's historic district welcomed the little log house's \$100,000 relocation, although a building out of character with the historic district was erected in the alley adjacent.

(Left) This antebellum Lexington home was restored by Marilou Edwards and her husband, John (shown here). The excitement from discovering a long-forgotten closet filled with historic glass-plate negatives made rehabilitation without plumbing and electricity more tolerable.



building inappropriate for the adjoining historic district was erected in the neighboring alley.

The lack of a cohesive vision for community development often stems from a lack of information or awareness and can generate an apathetic attitude about historic preservation. Unfortunately, random development sometimes becomes commonplace just for the sake of development without any vision for the future.

Disappointed by the turn of events, Edwards mobilized her colleagues and organized approximately 100 concerned citizens to attend a heritage tourism workshop to learn more about the value of historic preservation in real dollars as well as maintaining a sense of the past. The confirmation of a highway bypass that would circumvent the town provided the impetus to act on the results of the workshop.

Edwards suggested that the community take advantage of its rich history to develop its heritage tourism potential and minimize the possible isolation from the bypass. The image of empty store fronts segregated from the new highway spurred the community to action, and a



This is one of many elegant historic homes in the small community of Lexington that contributes to its tourism profile.

new industry was spawned in heritage tourism.

Edwards began to market "Historic Lexington" through state and national travel writers (at no cost) and developed new and exciting marketing materials to distribute coast to coast in national publications, including electronic media. A local artist created new letterhead displaying five of the city's antebellum mansions, with the little log house as an endearing postscript. A portion of the group's budget was earmarked to encourage groups from throughout the country to experience the little town in the shadow of the big city. Store fronts and period lighting replaced quasi-contemporary images, and buildings once concealed by aluminum now reflect the grandeur of

their original era. As a result of these efforts, Lexington has increased its revenue sevenfold over the past two years through heritage tourism.

Historic Lexington was often regarded as the little fish in the big pond by neighboring Kansas City until she made her own pond and began to take control of her future in heritage tourism!

It still stings when Edwards thinks about the building in the alley near the pioneer log house, and though she is more savvy to pitfalls, she knows she will have

to continually go "to bat" to protect the history in Lexington. She donates countless hours seeking written protection for preservation projects and knows that the stronger tourism revenue becomes in Lexington, the easier it will be to garner political support. There must be organization, planning, leadership and cooperation to make heritage tourism a viable and profitable industry and it takes courage and continual fortitude, as she knows, to make it happen.

— Jackie Cotter-Evans

Jacqueline L. Cotter-Evans is a nationally known expert on heritage tourism and has been active in the travel and tourism industry for more than 30 years.

African American Heritage Tourism

Out of the 11 components of the White House Conference on Tourism held in 1995, the most important may be the one having to do with cultural tourism. The term "cultural tourism" had not become a buzz word at that time, but was still a rather radical concept with origins in the late '80s multi cultural education movement. This was an educational philosophy that stressed that being

different had its advantages, and we should recognize, cultivate and celebrate those differences. And from a preservation viewpoint, that difference did not happen in a vacuum, but developed and had a history of its own and historic places of its own within the larger culture. For the first time, it was okay to be culturally different, and genuine efforts were made to seek out and understand our cul-

tural differences and to find and recognize the historic places associated with the lives of minority cultures.

No longer is tourism just a form of leisure activity. There are now different types of tourism. Studies have recently been completed that show people travel now with purpose and specific goals and objectives. Tourism is now a primary form of economic development in the

private sector. Here are some of the facts. In 1994, the U.S. Department of Commerce stated that three out of five new jobs created in the coming millennium would be in travel and tourism. And the fastest growing sector in that area is heritage tourism. Heritage tourism is currently a \$30 billion a year industry. The most recent Travel Industry Association report stated that as a small segment of the total tourism picture, the African-American market is a \$10 billion a year market. It also stated that African Americans are more likely to visit heritage sites and ethnic museum exhibits than any other segment of the market. There is a quest for historical knowledge that is fueling this travel.

African-American heritage tourism would include, for example, the black history tours of St. Louis and Detroit; historical areas like Kansas City's 18th and Vine; the Plantation Project in Hancock County, Ga. and Bronzeville in Chicago. All of these areas are significant in African-American history, either regionally, or in the case of 18th and Vine, internationally. These places are tangible proof of the contributions that blacks made to American society; and black tourists want to see them.

Like the Holocaust Museum, the boundaries of segregated black neighborhoods where they were contained, surrounded by racially restrictive deed covenants that limited their housing

options, help serve as reminders of the struggle for equality, lest it not be forgotten. In the '60s and '70s, a number of black sites of historic significance were torn down wholesale, and the demolition continues today. Many pre-Civil War, Reconstruction Era and early 20th century black cultural resources were destroyed because they were a painful reminder of injustice and racism. But though much of the built environment is gone, the memories still continue.

The rich oral tradition is what has kept black culture alive today — with almost pinpoint accuracy. This trait is culturally inherent in the griots of Africa, who preserved every nuance of the village's his-

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MISSOURI

Historic Architecture

Mission Revival Style Buildings 1890 – 1930



The Mission style was the California counterpart of the Colonial Revival, popular during the same time period in the Northeast (see Issues Vol.7, No. 2). The style was mostly confined to the Southwest, until the Santa Fe and Southern Pacific railways adopted the style for depots throughout the West. In the 1920s, the St. Louis-San Francisco (Frisco) railroad rerouted its lines to provide train service to Florida; the company used standardized Mission style depots to draw public attention to their new service.

In addition to the Frisco depot in Poplar Bluff, the company built similar stations in Springfield; Pensacola, Fla. and Fayetteville, Ark. The well preserved depot in Poplar Bluff is the only example remaining in Missouri. It is now a model railroad museum.

Characteristics:

- Hipped or gabled roof, and typically covered in red tile.
- Missionesque dormers and roof parapets mimic those found on Spanish Colonial missions in the southwestern United States. Missionesque bell towers (sometimes paired) even occur on some examples.
- Arched forms are commonly seen in windows, doors and arcaded porches in which the pier, arch and wall surface are all in one smooth plane.
- Balconies, or balconettes are typical; balustrades may be either wrought iron or appear as an extension of the building's wall material.
- Most examples, nationally, have smooth stucco exterior walls (to mimic adobe), but brick and stone examples are also seen in Missouri.

— Karen Grace

tory and could recant 40 generations of history for the asking. In pre-Civil War America, the tradition had to be preserved, as families were often separated and sold, and reading and writing were prohibited by law. For an example, there was a black town on the Missouri River near Washington, Mo. called Dundee. Today, only one house remains of what was once a thriving ferry crossing that supported more than 70 black families. Because of the stories that have been handed down, and a few old photos, we know of that town today, and what Saturday night and wash-day Mondays were like there also.

Painful history, such as slavery, the underground railroad and plantation life are viewed differently by African Americans and the majority culture. There is now a healthy curiosity among black people about what their ancestors had to endure that ensured their own survival today. We must take action now to preserve as much of the built environment as possible. The Ville Neighborhood in St. Louis, for example, was the first fully self-contained black middle-class neighborhood in the Midwest, complete with its own hospital, schools, churches and fire department. But only in recent years have there been serious preservation efforts made. Sadly, just one marble pillar

remains of the old Poro College, which was the social focal point of the community for more than 50 years. For truly, heritage tourism works best when there is a tangible, historic building, structure, or object on which to hang the cultural aspects of what happened at the site. There must be something to see that will make a tourist want to drive 50 miles off the interstate.

There are some basic principles that should be adhered to for the true experience of heritage tourism. First, the site must be authentic and be a quality presentation. Second, the site must be preserved at all costs; and the very tourism that it was meant to attract must not adversely affect it. The site administrators and presenters must be of that ethnic persuasion. It cannot be perceived as a majority culture version of the site. The way to sum up what this means is something my grandmother once said. She often lamented, whenever some of the rich women she worked for would say something like "I know how you feel," that "they's only one way you could possibly know, heart or hearth." She meant you had to be born black and lived black to understand black. Most ethnic cultures take as an affront what they consider a distortion of the truth. And last, when you are accessing the site for possi-

ble development, collaboration with the local ethnic community is a must. Many times only the local ethnic community has the emotional understanding of the significance of a building, or even a corner or a vacant lot. One example is a corner in north St. Louis where, if you were black, you had to catch a service car, because taxi cabs would not go into the black community. That is heritage information that would have no meaning to anyone who wasn't black.

Heritage tourism is American Indian, Hispanic, and Asian-American. It can happen in Greek town, the Italian Hill or any other ethnic enclave where the traditions, the culture and everything about them that is unique and identifies them as who they are still exist. We have discovered that touring a plantation, an American Indian reservation or an old one-room African-American schoolhouse can be a rich and rewarding experience. And preservation in its many forms is a must to ensure that our ethnic, cultural heritage remains intact for future generations to explore and experience.

— *Angela da Silva*
Angela da Silva is currently the president of the National Black Tourism Networks, with offices in Detroit and St. Louis. The Black Tourism Networks specialize in developing heritage tourism.

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